



## MyPyramid PodCasts

### MyPyramid Podcast #12: Visit Farmers Markets for Local, Seasonal, Fresh Produce

**Person #1:** (reaching to the back of a row of packaged snack foods) I think there's some better choices back there.

**Brian Wansink:** Wow! Hi. I'm Dr. Brian Wansink, Executive Director of USDA's Center for Nutrition Policy and Promotion. I'm here at the farmers market to give you some tips on buying fresh produce.

Farmers markets are a great place to get local, seasonal produce. If you're like most Americans, you stick to the same vegetables day in and day out. If you vary your veggies, it keeps your cuisine creative and colorful. But it also provides you with different nutrients your body needs. There are some groups of vegetables that Americans are especially lacking in. Oh, hi, pumpkin! (speaking to a person dressed like a pumpkin)

**Pumpkin #1:** Hey, how are you doing?

**Brian Wansink:** Good. Even if you're not a pumpkin, orange and dark-green vegetables are especially important to keep in mind. They help you get vitamin A, folate, and calcium – which are nutrients that are especially lacking in our American diets.

But enough about veggies... There's another very important food group here at the farmers market. And hey, a good piece of fruit tastes a lot better than other choices of snacks.

Juices are a convenient way to get your daily fruits, but eating more *whole* fruits will give you more fiber and less added sugar.

So if you're at the farmers market or the grocery store, keep these things in mind:

- ★ Vary the color of your veggies and get a variety of nutrients.
- ★ Remember "dark-green" and "orange" when choosing your veggies.
- ★ Go easy on the juice – go for whole fruits instead.

So for more great ideas, check out MyPyramid.gov.

